



VOTE SAFE
CALIFORNIA

A CALIFORNIA SECRETARY OF STATE CAMPAIGN

Vote Safe California

General Election Social Media Toolkit

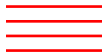
40 Day Countdown

**CLICK HERE FOR
IMAGE DOWNLOADS**



ALEX PADILLA
California Secretary of State

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INTRODUCTION



With the November 3rd Election drawing near, we'll be regularly updating this social media toolkit and redistributing at every major benchmark. We want to be sure every Californian has the information they need to vote come November 3rd and trust in the process. We rely on partners like you to make that possible.

In the pages below, we outline key messages for the following 10 days. We work to give priority to topics at relevant times. For example, we'll want to push out registration related graphics heavily ahead of the deadline, before shifting gears fully towards voting related graphics. That said, please feel free to use any and all graphics in the **General Election Social Toolkit** as needed.

Any support will help ensure widespread awareness about our elections, and promote trust in the process and the outcome during these turbulent times. Thank you and please let us know if you have any questions!



DIRECTIONS



1. Visit today's date.
2. We provide graphics and messaging optimized for each platform, or you can use the same across all platforms.
3. Plan to post the content (image and text) across each platform at the same time.
4. Alternatively, the Secretary of State's Office will be posting content daily as well, so you can repost from our account (handles below).
5. Post the content (image and text) across each platform at the same time.
6. As needed, visit the **General Election Toolkit** for a full collection of social content to use as needed.



@CASOSvote



@californiasos_



www.facebook/CaliforniaSOS

Days Until the Election: 40

THURSDAY, SEPTEMBER 24: 40 DAY COUNTDOWN OPTION ONE



[DOWNLOAD HERE](#)

Instagram

40 days until Election Day! But you don't have to wait until then to vote. County elections offices will be open for voters to cast their ballot in person beginning October 5th. You can also return your complete vote-by-mail ballot once you receive it. #VoteSafeCA #VoteCalifornia



[DOWNLOAD HERE](#)

Twitter

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Facebook

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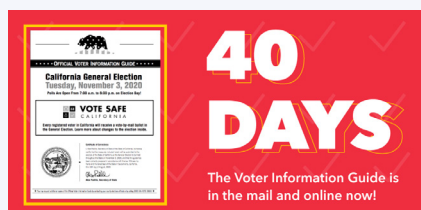
THURSDAY, SEPTEMBER 24: 40 DAY COUNTDOWN OPTION TWO



DOWNLOAD HERE

Instagram

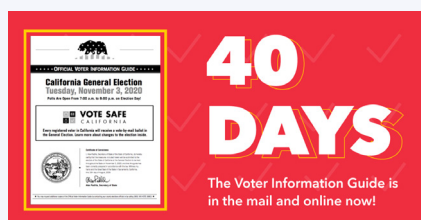
40 days until the election! Keep an eye out for the Statewide Voter Information Guide! It includes statewide election info, including arguments for/against the 12 statewide propositions. You can view the electronic version at VoterGuide.sos.ca.gov #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

Twitter

40 days until the election! Keep an eye out for the Statewide Voter Information Guide! It includes statewide election info, including arguments for/against the 12 statewide propositions. You can view the electronic version at VoterGuide.sos.ca.gov #VoteSafeCA #VoteCalifornia



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Days Until the Election: 39

FRIDAY, SEPTEMBER 25: V-10 VOTING BEGINS COUNTDOWN



DOWNLOAD HERE

Instagram

Vote-by-mail ballots will be sent out to every active, registered voter no later than October 5 & safe in-person voting options will be available in every county. Sign up to track your ballot: WheresMyBallot.sos.ca.gov #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

Twitter

Vote-by-mail ballots will be sent out to every active, registered voter no later than October 5 & safe in-person voting options will be available in every county. Sign up to track your ballot: WheresMyBallot.sos.ca.gov #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

Facebook

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Days Until the Election: 38

SATURDAY, SEPTEMBER 26: REGISTER TO VOTE



DOWNLOAD HERE

Instagram

Make sure you're ready for the #November3rd General Election. If you need to register to vote for the first time or update your registration, you can do so easily, online at RegisterToVote.ca.gov #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

Twitter

Make sure you're ready for the #November3rd General Election. If you need to register to vote for the first time or update your registration, you can do so easily, online at RegisterToVote.ca.gov #VoteSafeCA #VoteCalifornia



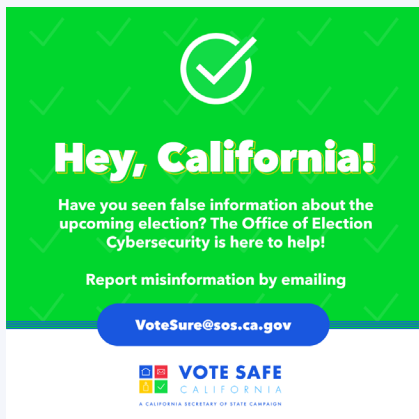
DOWNLOAD HERE

Facebook

Make sure you're ready for the #November3rd General Election. If you need to register to vote for the first time or update your registration, you can do so easily, online at RegisterToVote.ca.gov #VoteSafeCA #VoteCalifornia

Days Until the Election: 37

SUNDAY, SEPTEMBER 27: ELECTION SECURITY



DOWNLOAD HERE

Instagram

California is working around the clock to fight disinformation and misinformation. If you see a post that is inaccurate or misleading, report it to [VoteSure\[at\]sos\[dot\]ca\[dot\]gov](mailto:VoteSure@sos.ca.gov) #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

Twitter

California is working around the clock to fight disinformation and misinformation. If you see a post that is inaccurate or misleading, report it to [VoteSure\[at\]sos\[dot\]ca\[dot\]gov](mailto:VoteSure@sos.ca.gov) #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

Facebook

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Days Until the Election: 36

MONDAY, SEPTEMBER 28: VERIFY REGISTRATION



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Instagram

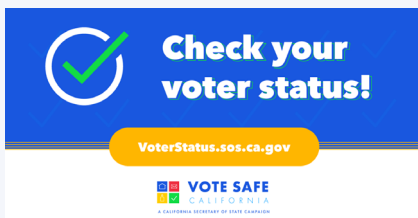
Make sure your registration is up-to-date and that you have a #PlanToVote. If you have moved since the last election, you need to register to vote at your new address. You can verify your registration status easily, online at VoterStatus.sos.ca.gov #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

Twitter

Make sure your registration is up-to-date and that you have a #PlanToVote. If you have moved since the last election, you need to register to vote at your new address. You can verify your registration status easily, online at VoterStatus.sos.ca.gov #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

Facebook

Make sure your registration is up-to-date and that you have a #PlanToVote. If you have moved since the last election, you need to register to vote at your new address. You can verify your registration status easily, online at VoterStatus.sos.ca.gov #VoteSafeCA #VoteCalifornia

Days Until the Election: 35

TUESDAY, SEPTEMBER 29: "WHERE'S MY BALLOT?"



DOWNLOAD HERE

Instagram

"Where's My Ballot?" sends voters automatic notifications by text (SMS), email, or voice message about the status of their ballot, from when it is mailed until it is processed and counted by elections officials. Sign up today: WheresMyBallot.sos.ca.gov #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

Twitter

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Facebook

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Days Until the Election: 34

WEDNESDAY, SEPTEMBER 30: V-5 VOTING BEGINS COUNTDOWN



[DOWNLOAD HERE](#)

Instagram

Vote-by-mail ballots will be sent out to every active, registered voter no later than October 5 & safe in-person voting options will be available in every county. #VoteSafeCA #VoteCalifornia



[DOWNLOAD HERE](#)

Twitter

Vote-by-mail ballots will be sent out to every active, registered voter no later than October 5 & safe in-person voting options will be available in every county. #VoteSafeCA #VoteCalifornia



[DOWNLOAD HERE](#)

Facebook

Vote-by-mail ballots will be sent out to every active, registered voter no later than October 5 & safe in-person voting options will be available in every county. #VoteSafeCA #VoteCalifornia

Days Until the Election: 33

THURSDAY, OCTOBER 1: V-4 VOTING BEGINS COUNTDOWN



[DOWNLOAD HERE](#)

Instagram

Did you know you can return your ballot as soon as you receive it? Make sure you are registered to vote at [VoterStatus.sos.ca.gov](https://voterstatus.sos.ca.gov) to receive your ballot as soon as possible! #VoteSafeCA #VoteCalifornia



[DOWNLOAD HERE](#)

Twitter

Did you know you can return your ballot as soon as you receive it? Make sure you are registered to vote at [VoterStatus.sos.ca.gov](https://voterstatus.sos.ca.gov) to receive your ballot as soon as possible! #VoteSafeCA #VoteCalifornia



[DOWNLOAD HERE](#)

Facebook

Did you know you can return your ballot as soon as you receive it? Make sure you are registered to vote at [VoterStatus.sos.ca.gov](https://voterstatus.sos.ca.gov) to receive your ballot as soon as possible! #VoteSafeCA #VoteCalifornia

Days Until the Election: 32

FRIDAY, OCTOBER 2: V-3 VOTING BEGINS COUNTDOWN



DOWNLOAD HERE

Instagram

Are you ready to vote early? Verify your voter status at VoterStatus.sos.ca.gov and make sure nothing stands between you and receiving your ballot. Counties will begin mailing ballots no later than October 5! #VoteSafeCA



DOWNLOAD HERE

Twitter

Are you ready to vote early? Verify your voter status at VoterStatus.sos.ca.gov and make sure nothing stands between you and receiving your ballot. Counties will begin mailing ballots no later than October 5! #VoteSafeCA



DOWNLOAD HERE

Facebook

Are you ready to vote early? Verify your voter status at VoterStatus.sos.ca.gov and make sure nothing stands between you and receiving your ballot. Counties will begin mailing ballots no later than October 5! #VoteSafeCA

Days Until the Election: 31

SATURDAY, OCTOBER 3: V-2 VOTING BEGINS COUNTDOWN



DOWNLOAD HERE

Instagram

First day of in-person voting starts in 48 hours! All counties will mail out ballots by October 5, and you can return your ballot as soon as you receive it! Make a plan to vote early. Vote.ca.gov #VoteSafeCA #VoteCA



DOWNLOAD HERE

Twitter

First day of in-person voting starts in 48 hours! All counties will mail out ballots by October 5, and you can return your ballot as soon as you receive it! Make a plan to vote early. Vote.ca.gov #VoteSafeCA #VoteCA



DOWNLOAD HERE

Facebook

First day of in-person voting starts in 48 hours! All counties will mail out ballots by October 5, and you can return your ballot as soon as you receive it! Make a plan to vote early. Vote.ca.gov #VoteSafeCA #VoteCA